



My Why: Core Values

Find Your WHY: Write the names of the 5 people you admire the most in column A. List the top 5 qualities you admire most in them.

A	B
	1. 2. 3. 4. 5.
	1. 2. 3. 4. 5.
	1. 2. 3. 4. 5.
	1. 2. 3. 4. 5.
	1. 2. 3. 4. 5.



Step 2: Now list the qualities in order from the one that appears most often to the one that appears least often.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Step 3: Your Standard of Integrity.

In column A, write down the 5 qualities that represent your NON-NEGOTIABLE values. In column B, as honestly as possible, rank yourself on a scale of 1-10 (1=never, 10=always) according to how well YOU display these qualities in your PROFESSIONAL LIFE.

A	B



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Step 4: Journal / Discussion

You will be writing for about 30 minutes by responding to the prompts below. Do not overthink. Do not censor yourself. Write WHATEVER comes to mind. As you experience momentary “dry spells” keep your pen moving...you can drop into another prompt or write nonsense like “banana banana banana banana...” until a new train of thought pops into your head!

PROMPTS:

- These values are important to me because....
- When I am NOT living fully in these values, I feel...
- When I am living fully in these values my customers benefit because...
- When I am fully aligned with my values, my TRUE purpose is...
- How do you feel when your clients are completely satisfied with your product/service?
- What other circumstances make you feel that way?
- When else in your life have you felt that way?
- What is the ONE value that if you made it a 10, would shift everything else?
- What single action could you commit to taking to move the needle on that?